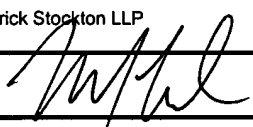
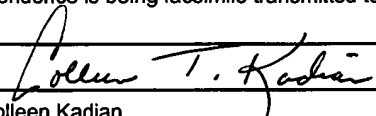
	<b>TRANSMITTAL FORM</b>		Application Number	10/661;741
			Filing Date	September 12, 2003
			First Named Inventor	Simon TONG et al.
			Art Unit	2167
			Examiner Name	LEWIS, Cheryl Renea
	Total Number of Pages in This Submission		Attorney Docket Number	53051/288305

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): - PTO/SB/08 (1 Sheet) - 1 Publication - PTO-2038
<div style="border: 1px solid black; padding: 5px;"> <b>Remarks</b>    </div>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	Kilpatrick Stockton LLP		
Signature			
Printed Name	Michael J. Turton		
Date	August 4, 2006	Reg. No.	40,852

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Simon TONG et al.

SERIAL NO.: 10/661,741 Group Art Unit: 2167

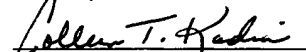
FILED: September 12, 2003 Examiner: LEWIS, Cheryl Renea

FOR: METHOD AND SYSTEMS FOR IMPROVING A  
SEARCH RANKING USING POPULATION  
INFORMATION AND CLICK DATA

Attorney Docket No.: 53051/288305

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Sir:

In accordance with Rules 56, 97 and 98 of the Rules of Practice in Patent Cases (37 C.F.R. §§ 1.56, 1.97, and 1.98), the publications listed on the enclosed Form PTO/SB/08 are cited for consideration by the Examiner. Copies of the cited non-U.S. publications are enclosed.

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Disclosure is not intended to constitute an admission that any reference referred to herein

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is prior art for this invention unless specially designated as such. Also, in accordance with 37 C.F.R. § 1.97(g), the filing of this Supplemental Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

This Supplemental Information Disclosure Statement is being filed pursuant to 37 C.F.R. 1.97(c)(2), after the issuance of a first office Action. Applicants enclose Form PTO 2038 which gives authorization to charge the firm's credit card in the amount of \$180.00 for consideration of this paper. The Commissioner is authorized to charge any additional fees associated with this filing to Deposit Account No. 11-0855.

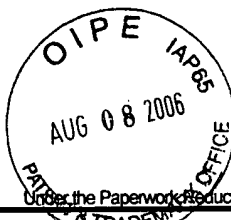
Respectfully submitted,



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Michael J. Turton  
Registration No. 40,852

KILPATRICK STOCKTON LLP  
Suite 2800, 1100 Peachtree Street  
Atlanta, Georgia 30309-4530  
Phone (404) 815-6061



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Sheet 1 of 1

### Complete if Known

Application Number	10/661,741
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Art Unit	2167
Examiner Name	LEWIS, Cheryl Renea
Attorney Docket Number	53051/288305

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
	1	US- 2005/0027691	02-03-2005	Brin et al.	
	2	US- 6,853,993	02-08-2005	Ortega et al.	
	3	US- 2005/0060311	03-17-2005	Tong et al.	

### FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				
	4	International Preliminary Report on Patentability for PCT/US2004/029618	03-13-2006	Google Inc.		

### NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>

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